

**YouGov Survey/ The Sun Results**

Sample Size: 1825 GB adults  
Fieldwork: 5th - 6th November 2013

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1825</b>	<b>464</b>	<b>563</b>	<b>127</b>	<b>165</b>	<b>539</b>	<b>419</b>	<b>379</b>	<b>885</b>	<b>940</b>	<b>217</b>	<b>462</b>	<b>624</b>	<b>522</b>	<b>1040</b>	<b>785</b>	<b>234</b>	<b>593</b>	<b>391</b>	<b>449</b>	<b>159</b>
<b>Unweighted Sample</b>	<b>1825</b>	<b>471</b>	<b>553</b>	<b>96</b>	<b>195</b>	<b>570</b>	<b>428</b>	<b>388</b>	<b>864</b>	<b>961</b>	<b>121</b>	<b>435</b>	<b>701</b>	<b>568</b>	<b>1196</b>	<b>629</b>	<b>227</b>	<b>644</b>	<b>380</b>	<b>422</b>	<b>152</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Headline Voting Intention**  
[Excluding Don't knows and Wouldn't votes]

Con	<b>33</b>	100	0	0	0	75	4	14	33	32	27	31	32	37	38	25	34	43	29	26	23
Lab	<b>40</b>	0	100	0	0	6	90	33	38	41	42	42	44	32	37	43	43	26	46	50	41
Lib Dem	<b>9</b>	0	0	100	0	2	0	34	9	9	13	13	6	7	8	10	6	12	9	6	9
Other	<b>19</b>	0	0	0	100	17	6	20	20	18	19	15	17	24	17	22	17	19	17	18	27

**Other Parties Voting Intention**

UKIP	<b>12</b>	0	0	0	100	15	5	9	12	11	4	6	12	18	9	15	12	13	9	15	3
Green	<b>3</b>	0	0	0	0	1	0	8	3	4	4	5	2	2	4	2	2	4	3	2	3
SNP / PCY	<b>2</b>	0	0	0	0	0	0	2	3	2	5	2	1	3	3	2	0	0	1	0	21
Respect	<b>1</b>	0	0	0	0	0	0	0	1	0	4	0	0	0	0	1	0	0	2	0	0
BNP	<b>0</b>	0	0	0	0	1	0	0	0	1	0	1	0	0	0	1	1	0	0	1	0
Other	<b>1</b>	0	0	0	0	0	0	1	1	1	2	1	1	0	1	1	1	1	1	0	0

**Non Voters**

Would Not Vote	<b>7</b>	0	0	0	0	2	3	3	6	7	8	11	7	3	7	7	6	8	8	6	3
Don't know	<b>15</b>	0	0	0	0	12	11	20	12	18	18	15	16	14	14	17	10	17	16	16	16

**Do you approve or disapprove of the Government's record to date?**

	Nov 4-5	Nov 5-6																				
Approve	29	<b>29</b>	80	7	26	13	59	11	20	33	26	24	29	28	33	33	24	34	34	28	24	22
Disapprove	55	<b>54</b>	8	86	52	78	26	81	63	56	53	49	51	58	55	52	58	54	45	58	62	61
Don't know	16	<b>16</b>	12	7	22	9	15	8	16	11	21	26	20	14	12	15	18	12	21	14	14	16

**Which of these would make the best Prime Minister?**

	Oct 22-23	Nov 5-6																				
David Cameron	35	<b>35</b>	93	6	17	32	74	10	22	37	33	31	33	32	41	41	27	43	39	31	30	28
Ed Miliband	24	<b>24</b>	1	65	8	7	5	57	22	26	23	21	26	26	22	22	28	26	15	30	29	29
Nick Clegg	4	<b>6</b>	0	3	47	3	1	2	16	7	5	15	7	4	4	5	7	6	8	4	6	5
Don't know	37	<b>35</b>	6	26	28	58	20	31	40	30	39	32	34	37	33	32	38	26	38	34	35	38

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	55	110
Male 25 to 39	190	230
Male 40 to 59	334	308
Male 60 +	285	237
Female 18 to 24	66	108
Female 25 to 39	245	232
Female 40 to 59	367	316
Female 60 +	283	285
<b>Region</b>		
North England	422	449
Midlands	289	299
East England	175	175
London	227	234
South England	469	418
Wales	91	91
Scotland	152	159
<b>Social Grade</b>		
AB	697	511
C1	499	529
C2	268	383
DE	361	402
<b>Newspaper Type</b>		
Express / Mail	361	292
Sun / Star	187	429
Mirror / Record	86	183
Guardian / Independent	133	82
FT / Times / Telegraph	145	173
Other Paper	236	210
No Paper	677	456
<b>Political Party Identification</b>		
Labour	590	584
Conservative	531	511
Liberal Democrat	144	201
SNP/Plaid Cymru	41	31
Others	125	42
None/ DK	394	456

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)